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5-19-1970

### News Release - 1970-05-19

E. De la Garza

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**Congress of the United States**  
**House of Representatives**  
**Washington, D.C. 20515**

19 May 1970

FOR IMMEDIATE RELEASE

FROM: Kika de la Garza, M C

WASHINGTON--- Texas watermelon producers will benefit from a promotion program to be carried out in July under the U.S. Agriculture Department's Plentiful Foods Program, Rep Kika de la Garza has announced.

"A special nation-wide marketing program is being developed for watermelons," Mr. de la Garza said. "This will include heavy promotion in a cooperative program by the U.S. Department of Agriculture and watermelon producers. Field officers from the USDA will assist in a program of encouraging consumption of watermelons."

The South Texas Congressman said the Plentiful Foods Program has met with marked success in directing consumer attention to foods in abundant supply through special merchandising drives carried in all media.

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